

FEDERAL STATION ISSUE ADVERTISING REQUEST SHEET

(To be filled out and kept on file for public inspection)

To:	Marta Salazar	This request was:
Station:	WFTS Tampa	<input checked="" type="checkbox"/> Accepted
From:	Senate Majority PAC	<input type="checkbox"/> Rejected
Date:	August 21, 2012	

Agency: Waterfront Strategies
Address: 1010 Wisconsin Ave. NW Suite 800 Washington, DC 20005

Phone#: 202-338-8700
Fax#:

Contact: Mike Furman

Issue:

Candidate Mentioned:

Election Mentioned: Congressional General

Sponsor: Senate Majority PAC

Address: 700 13th St NW Suite 600, Washington D.C. 20005,

Phone: 202-550-6060

Executive Officer(s): Rebecca Lamb **Title:** Treasurer

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Laura Bassett
do hereby request station time concerning the following issue:

House Majority PAC

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

Total Charges:

This broadcast time will be used by: House Majority PAC

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ **Yes**

 ☐ **No**

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

House Majority PAC
 1025 Thomas Jefferson St. NW
 Washington, DC 20007

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

Shannon Roche
Deputy Director

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

7/17/2012
Date

Shannon Roche
Signature

(202) 350-5782
Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.



WFTS

ORDER

Print Date 08/22/12 Page 1 of 3

Flight Dates 08/23/12-08/31/12

Contract / Revision 308774 /

Original Date / Revision
08/22/12 08/22/12

Advertiser House Majority PAC

Agency Waterfront Strategies

Buying Contact

1010 Wisconsin Avenue NW - Suite
Washington, DC 20007

Product

Majority PAC

Agency Com 15%

Billing Contact

1010 Wisconsin Avenue NW - Suite
Washington, DC 20007

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # 1661

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBHS	%	
WBSV	%	
WCLF	%	
WEDU	%	
WFLA	%	
WMOR	%	
WTOG	%	
WTSP	%	
WTTA	%	
WTVT	%	
WUSF	%	
WVEA	%	
WWSB	%	
WXPX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	27	\$26,095.00	\$30,700.00	0.00	07/30/12	08/26/12	27	\$26,095.00	\$30,700.00
September 2012	62	\$69,232.50	\$81,450.00	0.00	08/27/12	08/31/12	62	\$69,232.50	\$81,450.00
Totals	89	\$95,327.50	\$112,150.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WFTS	08/23/12	08/31/12	M-F 5-530a	CM	5-530a	MTWTF--	:30	4	\$300.00	P-3	0.00	NM	6	\$1,800.00
ABC Action News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>		
		Week: 08/23/12	08/29/12	MTWTF--					4	\$300.00			0.00		
		Week: 08/30/12	09/05/12	---TF--					2	\$300.00			0.00		



WFTS

Print Date: 08/22/12

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Contract / Revision 308774 Flight Dates 08/23/12-08/31/12

Hiatus Dates

Original Date / Revision 08/22/12/ 08/22/12

Order Sep 00:20:00

Advertiser House Majority PAC

Product Majority PAC

Estimate # 1661

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 2	WFTS	08/23/12	08/31/12	M-F 530-6a ABC Action News	CM	528-6a	MTWTF--	:30	4	\$450.00	P-3	0.00 NM	6	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/23/12	08/29/12	MTWTF--					4	\$450.00		0.00		
Week:		08/30/12	09/05/12	---TF--					2	\$450.00		0.00		
N 3	WFTS	08/23/12	08/31/12	M-F 6-7a ABC Action News	CM	558-7a	MTWTF--	:30	3	\$850.00	P-2	0.00 NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/23/12	08/29/12	MTWTF--					3	\$850.00		0.00		
Week:		08/30/12	09/05/12	---TF--					2	\$850.00		0.00		
N 4	WFTS	08/23/12	08/31/12	M-F 7-9a GMA GMA	CM	658-9a	MTWTF--	:30	5	\$900.00	P-3	0.00 NM	7	\$6,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/23/12	08/29/12	MTWTF--					5	\$900.00		0.00		
Week:		08/30/12	09/05/12	---TF--					2	\$900.00		0.00		
N 5	WFTS	08/23/12	08/26/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$400.00	P-2	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/23/12	08/29/12	-----S-					1	\$400.00		0.00		
N 6	WFTS	08/23/12	08/26/12	SA 8-9a SA 8-9a	CM	758-9a	-----S-	:30	2	\$500.00	P-3	0.00 NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/23/12	08/29/12	-----S-					2	\$500.00		0.00		
N 7	WFTS	08/23/12	08/26/12	Sa 9-10a Sa 9-10a	CM	9-10a	-----S-	:30	2	\$300.00	P-3	0.00 NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/23/12	08/29/12	-----S-					2	\$300.00		0.00		
N 8	WFTS	08/23/12	08/26/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$300.00	P-3	0.00 NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/23/12	08/29/12	-----S					1	\$300.00		0.00		
N 9	WFTS	08/23/12	08/31/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	5	\$450.00	P-2	0.00 NM	7	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/23/12	08/29/12	MTWTF--					5	\$450.00		0.00		
Week:		08/30/12	09/05/12	---TF--					2	\$450.00		0.00		
N 10	WFTS	08/23/12	08/31/12	M-F 11a-12p M-F 11a-12p	CM	1058a-12p	MTWTF--	:30	4	\$1,000.00	P-2	0.00 NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/23/12	08/29/12	MTWTF--					4	\$1,000.00		0.00		
Week:		08/30/12	09/05/12	---TF--					2	\$1,000.00		0.00		
N 11	WFTS	08/23/12	08/31/12	M-F 12-1p ABC Action News	CM	1158a-1p	MTWTF--	:30	5	\$450.00	P-3	0.00 NM	7	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/23/12	08/29/12	MTWTF--					5	\$450.00		0.00		
Week:		08/30/12	09/05/12	---TF--					2	\$450.00		0.00		
N 12	WFTS	08/23/12	08/31/12	M-F 5-530p ABC Action News	CM	458-530p	MTWTF--	:30	4	\$1,000.00	P-3	0.00 NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/23/12	08/29/12	MTWTF--					4	\$1,000.00		0.00		
Week:		08/30/12	09/05/12	---TF--					2	\$1,000.00		0.00		
N 13	WFTS	08/23/12	08/31/12		CM	530-6p	MTWTF--	:30	4	\$1,000.00	P-3	0.00 NM	6	\$6,000.00



WFTS

Print Date: 08/22/12

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Contract / Revision 308774 Flight Dates 08/23/12-08/31/12

Hiatus Dates

Original Date / Revision 08/22/12/ 08/22/12

Order Sep 00:20:00

Advertiser House Majority PAC

Product Majority PAC

Estimate # 1661

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 530-6p															
ABC Action News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/23/12		08/23/12	08/29/12	MTWTF--					4	\$1,000.00		0.00			
Week: 08/30/12		08/30/12	09/05/12	---TF--					2	\$1,000.00		0.00			
N 14	WFTS	08/23/12	08/31/12	M-F 6-630p	CM	558-630p	MTWTF--	:30	4	\$1,200.00	P-3	0.00	NM	6	\$7,200.00
ABC Action News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/23/12		08/23/12	08/29/12	MTWTF--					4	\$1,200.00		0.00			
Week: 08/30/12		08/30/12	09/05/12	---TF--					2	\$1,200.00		0.00			
N 15	WFTS	08/23/12	08/26/12	SU 7-8a	CM	658-8a	-----S	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
SU 7-8a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/23/12		08/23/12	08/29/12	-----S					1	\$500.00		0.00			
N 16	WFTS	08/23/12	08/31/12	M-F 7-730p	CM	658-730p	MTWTF--	:30	3	\$3,500.00	P-2	0.00	NM	5	\$17,500.00
M-F 7-730p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/23/12		08/23/12	08/29/12	MTWTF--					3	\$3,500.00		0.00			
Week: 08/30/12		08/30/12	09/05/12	---TF--					2	\$3,500.00		0.00			
N 17	WFTS	08/23/12	08/31/12	M-F 730-8p	CM	728-758p	MTWTF--	:30	2	\$4,200.00	P-2	0.00	NM	3	\$12,600.00
M-F 730-8p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/23/12		08/23/12	08/29/12	MTWTF--					2	\$4,200.00		0.00			
Week: 08/30/12		08/30/12	09/05/12	---TF--					1	\$4,200.00		0.00			
N 18	WFTS	08/23/12	08/29/12	8-10P Bachelor/Bachelorette	CM	758-10p	M-----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
8-10P Bachelor/Bachelorette															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/23/12		08/23/12	08/29/12	M-----					1	\$6,000.00		0.00			
N 19	WFTS	08/30/12	08/30/12	Political Conventions	CM	858-11p	---T---	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
Political Conventions															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/30/12		08/30/12	09/05/12	---T---					1	\$4,000.00		0.00			
N 20	WFTS	08/23/12	08/29/12	Friday Prime B	CM	9-10p	----F--	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
20/20															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/23/12		08/23/12	08/29/12	----F--					1	\$4,000.00		0.00			
N 21	WFTS	08/23/12	08/31/12	M-SU 11-1135p	CM	11-1135p	MTWTFSS	:30	4	\$2,000.00	P-3	0.00	NM	6	\$12,000.00
ABC Action News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/23/12		08/23/12	08/29/12	MTWTFSS					4	\$2,000.00		0.00			
Week: 08/30/12		08/30/12	09/05/12	---TF--					2	\$2,000.00		0.00			
N 22	WFTS	08/23/12	08/31/12	M-F 1135p-1202a Nightline	CM	1135p-1202a	MTWTF--	:30	1	\$850.00	P-3	0.00	NM	2	\$1,700.00
M-F 1135p-1202a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/23/12		08/23/12	08/29/12	MTWTF--					1	\$850.00		0.00			
Week: 08/30/12		08/30/12	09/05/12	---TF--					1	\$850.00		0.00			
N 23	WFTS	08/26/12	08/26/12	Sunday Prime A	CM	658-8p	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
RNC Special															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/23/12		08/23/12	08/29/12	-----S					1	\$5,000.00		0.00			
Totals														89	\$112,150.00